CLAIMS

What is claimed is:

1.   A computer-implemented method for providing congruent marketing data across a plurality of client venues wherein the marketing data is first compiled into a centralized database from a plurality of disparate sources, comprising:

creating the centralized database for maintaining the marketing data;

compiling marketing data from the plurality of disparate data sources into the centralized database wherein the marketing data is compiled into the centralized database on a periodic basis;

creating a venue specific database as a subset of data contained within the centralized database wherein the venue specific database is in a format specific to the venue; and

providing access to the venue specific database through an interface module.

2.   The method of claim 1 further comprising:

validating the marketing data before it is compiled into the centralized database.

3.   The method of claim 1 wherein the plurality of disparate data sources comprise internal data sources, external data sources and legacy systems.

4.   The method of claim 1 wherein the format for the venue specific data comprises a markup language.

5.   The method of claim 1 wherein the interface module is an application programming interface.

6.   A method for providing marketing data for a product/service in a venue specific form for consumers of the venue specific data comprising:

collecting the marketing data for the product/service from a plurality of sources;

aggregating the marketing data into a centralized database;

extracting a subset of the marketing data from the centralized database; and

creating a venue specific database from the subset of marketing data wherein the venue specific database is used by the consumer to use the marketing data.

7.   A marketing system for providing venue specific data by integrating a plurality of data sources into a centralized database comprising:

a centralized marketing database for maintaining a compilation of marketing data wherein the centralized marketing database is created from a plurality of data sources;

a compilation module for compiling the marketing data into the centralized marketing database wherein the compilation module compiles the marketing data on a periodic basis;

an extract module for extracting a subset of the marketing data from the centralized marketing database wherein the extract module extracts marketing data specific to the requirements of a particular client of the data; and

a venue specific database comprising the subset of marketing data.

8.   The marketing system of claim 7 further comprising:

a validation module for validating the marketing data in the centralized database wherein the marketing data is validated when it is compiled into the centralized database.